

LONG BEACH
BLUE PRINT COMPANY
237 AMERICAN AVE. TELEPHONE 652-89.
LONG BEACH, CALIF.

April 23rd,

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Mr. Malcomn Renton
% Wilmington Transportation Co.
Avalon, California

Dear Mr. Renton:

Enclosed please find
sample of booklet for your approval. This is
simply a press proof to show set up. The final
prints will have the following corrections:-

Smaller wire staples
No blank sheets
Darker ink.

The brown ink on the cover does not form the
contrast that black ink would. You might like
to suggest a different ink.

Please 'phone at our
expense either your approval or corrections.

Sincerely yours,

LONG BEACH BLUE PRINT COMPANY

Harry B. Watson
HARRY B. WATSON, Manager

HBW/VCS
Encl.

LONG BEACH
BLUE PRINT COMPANY
237 AMERICAN AVE. LONG BEACH, CALIF.
TELEPHONE 652-89

May 1, 1931

Mr. Malcomm Renton
% Wilmington Transportation Co
Avalon, California

Dear Mr. Renton:

Enclosed is a sample booklet with corrections as suggested. I really believe we have reached as near perfection in reproducing this booklet as it is possible. Note the Parrot Plaque and Flower Pot.

We have darkened the ink considerably and the white paper may have something to do with the contrast. Regarding the cover, we suggest changing to a hard surfaced paper so as to pick up the ink more evenly. The rough surface on the first cover submitted seems to miss the ink.

It may seem we are rather slow on this job, but we do want to create something you will be pleased with. One of the reasons it has taken us a little longer than usual is due to the fact of changing our Department heads, which I sincerely trust has been for an improvement. The first work was done by Mrs. Rosier, the present booklet, by Mr. Rocap who now has charge of this work. Mr. Rocap has been with us for four years in another department.

Please 'phone me personally if you can so that we may go ahead as soon as possible.

Sincerely yours,

LONG BEACH BLUE PRINT CO.

Harry B. Watson

HARRY B. WATSON, Manager

HBW:VCS
Encl.